WHAT IS CLAIMED IS:

1. An electrostatic inkjet ink composition comprising:

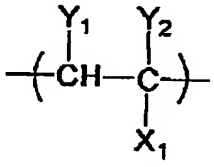
a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m;

a color material that is insoluble in the non-aqueous solvent; and

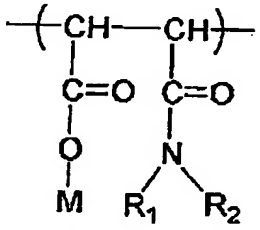
a charge control agent that is soluble in the non-aqueous solvent,

wherein the charge control agent contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia) and (Ib):

(I a)



(I b)



wherein X_1 represents a hydrocarbon group having 10 or more carbon atoms in total; Y_1 and Y_2 may be the same as or different from each other and each represents a hydrogen atom or an alkyl group; R_1 and R_2 may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a

heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom, provided that a total sum of carbon atoms contained in X_1, R_1, and R_2 is 14 or more; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base.

2. An electrostatic inkjet ink composition comprising:

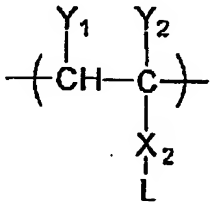
a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m;

a color material that is insoluble in the non-aqueous solvent; and

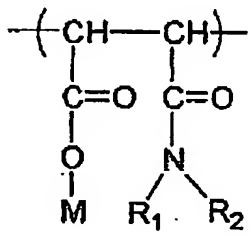
a charge control agent that is soluble in the non-aqueous solvent,

wherein the charge control agent contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia') and (Ib):

(I a')



(I b)



wherein X_2 is a group connecting a main chain and an atomic

group L and represents $-O-$, $-CH_2OCO-$, $-OCO-$, or $-COO-$; L represents an aliphatic group, provided that a total sum of carbon atoms contained in X_2 and L is 12 or more; Y_1 and Y_2 may be the same as or different from each other and each represents a hydrogen atom or an alkyl group; R_1 and R_2 may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base.

3. An electrostatic inkjet ink composition comprising:

a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m;

a color material that is insoluble in the non-aqueous solvent; and

a charge control agent that is soluble in the non-aqueous solvent,

wherein the charge control agent contains a polymer capable of being solubilized in the non-aqueous solvent, which is obtained by reacting a copolymer containing at least one monomer and maleic anhydride as constitutional units with a

primary amino compound or a primary amino compound and a secondary amino group and which is a polymer containing a half-amide maleic acid component and a maleinimide component as repeating units.

4. The electrostatic inkjet ink composition according to claim 1, wherein the ink composition has a volume resistivity at 25 °C of 10^8 Ω·cm or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

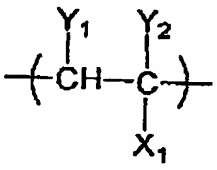
5. The electrostatic inkjet ink composition according to claim 2, wherein the ink composition has a volume resistivity at 25 °C of 10^8 Ω·cm or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

6. The electrostatic inkjet ink composition according to claim 3, wherein the ink composition has a volume resistivity at 25 °C of 10^8 Ω·cm or more, and particles of the color material in the ink composition have a particle electric conductivity of 100 pS/cm or more.

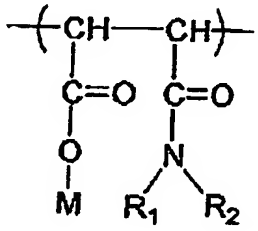
7. A method for forming an electrostatic inkjet image comprising:

introducing an ink composition containing a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent that is soluble in the non-aqueous solvent and contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia) and (Ib):

(I a)



(I b)



wherein X_1 represents a hydrocarbon group having 10 or more carbon atoms in total; Y_1 and Y_2 may be the same as or different from each other and each represents a hydrogen atom or an alkyl group; R_1 and R_2 may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom, provided that a total sum of carbon atoms contained in X_1, R_1, and R_2 is 14 or more; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic

base,

into a recording head having a plurality of recording electrodes disposed therein;

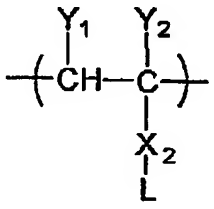
applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed opposite thereto.

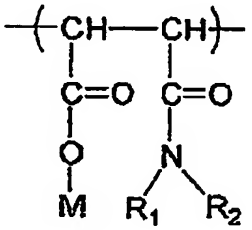
8. A method for forming an electrostatic inkjet image comprising:

introducing an ink composition containing a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent which is soluble in the non-aqueous solvent and contains a half-amide maleic acid copolymer containing repeating units represented by the following formulae (Ia') and (Ib):

(I a')



(I b)



wherein X_2 is a group connecting a main chain and an atomic

group L and represents -O-, $-CH_2OCO-$, -OCO-, or -COO-; L represents an aliphatic group, provided that a total sum of carbon atoms contained in X_2 and L is 12 or more; Y_1 and Y_2 may be the same as or different from each other and each represents a hydrogen atom or an alkyl group; R_1 and R_2 may be the same as or different from each other and each represents a hydrogen atom, an aliphatic group, an alicyclic hydrocarbon group, an aromatic group, or a heterocyclic group; R_1 and R_2 may be cyclized with a carbon atom, and the ring containing R_1 and R_2 may contain a hetero atom; and M represents a hydrogen atom, a metal atom, or an ammonium salt or quaternary salt of an organic base,

into a recording head having a plurality of recording electrodes disposed therein;

applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed opposite thereto.

9. A method for forming an electrostatic inkjet image comprising:

introducing an ink composition containing a non-aqueous solvent having a dielectric constant of from 1.5 to 20 and a

surface tension at 25 °C of from 15 to 60 mN/m, a color material that is insoluble in the non-aqueous solvent, and a charge control agent that is soluble in the non-aqueous solvent, the charge control agent containing a polymer capable of being solubilized in the non-aqueous solvent, which is obtained by reacting a copolymer containing at least one monomer and maleic anhydride as constitutional units with a primary amino compound or a primary amino compound and a secondary amino group and which is a polymer containing a half-amide maleic acid component and a maleinimide component as repeating units, into a recording head having a plurality of recording electrodes disposed therein;

applying a voltage to the recording electrodes to allow an electrostatic force to act on the ink, thereby ejecting ink droplets in a state that particles of the color material are concentrated; and

forming print dots on a recording medium disposed opposite thereto.